

## 1. DATA POLICY

The protection of personal data is particularly important to Movie Park Germany Services GmbH. In order to protect your data against accidental or intentional manipulation, loss, destruction or access by unauthorized third parties, we use technical and organizational security measures, which we continuously optimize in accordance with technical and legal developments. Movie Park Germany Services GmbH, as the operator of this website, would like to inform you at this point which data we store, how we use it and what it means for you if you use our personalisable services. In order to guarantee the greatest possible protection of your privacy, it is a matter of course for us to take into account the regulations on data protection according to the European Data Protection Ordinance in connection with the Federal Data Protection Act. Our website may contain links to websites of other providers to which our data protection declaration does not apply.

## 2. DEFINITIONS

### **PERSONAL DATA**

Personal data are all information that can be used to learn your identity or to draw conclusions about your person. This includes information such as your name, address, postal address, telephone number or e-mail address. Information that is not directly associated with your real identity (such as favourite websites or the number of users of a page) is not included.

### **ANONYMIZED DATA**

With each access to contents of our Internet offer, general information is automatically stored (e.g. the IP address, number and duration of users of individual pages, etc.). Where possible, we will make the data collected anonymous so that it is no longer possible to draw any conclusions about your person.

### 3. GENERAL INFORMATION

Responsible body within the meaning of the DSGVO:

Management of Movie Park Germany Services GmbH  
Warner Allee 1  
46244 Bottrop-Kirchhellen

If you have any questions about your personal data, you can also contact the data protection officer of Movie Park Germany Services GmbH at [datenschutz@moviepark.de](mailto:datenschutz@moviepark.de) at any time.

To support our CRM module, we are supported by our parent company, the

PARQUES REUNIDOS SERVICIOS CENTRALES S.A.  
Paseo de la Castellana, 216th planta 16  
28046 Madrid. España

supported. For this reason, we pass on the data we collect to them. Forwarding is mentioned in the individual explanations. Parques Reunidos Servicios Centrales S.A. uses the data on our behalf exclusively for internal marketing purposes. Where possible, the data is also anonymised here.

In order to process your personal data as securely as possible, we use the secure SSL (Secure Socket Layer) protocol for data transfer between your computer and our server. This results in encrypted data transmission.

You are entitled, upon request and free of charge, to receive information about the data stored by you. Furthermore, you have the right to correct, delete or block incorrect data. Under certain circumstances, legal regulations, in particular from bookings, may prevent deletion. To do this, please contact the data protection officer of Movie Park Germany Services GmbH (see above) in writing.

You also have the right to complain to the responsible supervisory authority (data protection officer of the state of North Rhine-Westphalia) if you believe that your data is not being handled properly.

## 4. DATA PROTECTION DECLARATION

We collect personal data for travel bookings. For this purpose, we provide a contact form on our homepage, which collects the following data:

firstname

last name

date of birth

nation

federal province

zip code

town

phone

email

password

Account and credit card information

We pass on your personal data to the respective partner for the execution and processing of the services booked with us.

Your data will be transferred to the hotel of your choice for processing the bookings.

If you agree to receive further information from us, we will forward your data to Movie Park Germany GmbH to process the sending of our newsletter.

The account and credit card information is forwarded exclusively to the connected platforms of the corresponding credit institutions.

The personal data (without account data) will also be forwarded to Parques Reunidos Servicios Centrales S.A. as described under point 3.

The data collected will be used exclusively for processing the order process and stored in accordance with legal regulations (legal deletion period usually 10 years).

## 5. USE OF COOKIES

When you visit our website, information in the form of a cookie is stored on your computer within your browser software. It stores information about your use of the website. The use of cookies makes it easier for you to use the functions, as we recognize your computer the next time you visit us, thus making it easier for you to enter data repeatedly.

The cookies (small files with configuration information) used by us help to determine the frequency of use and the number of users of our website and to enable them to use the service in full.

Most browsers are set to automatically accept cookies. However, you can deactivate the storage of cookies or set your browser so that it informs you as soon as cookies are sent. In addition, you have the option of deleting the stored cookies from your hard drive at any time.

In order to make a booking, the use of cookies is required. A limited use of our services is also possible without cookies.

## 6. USE OF FACEBOOK-PLUGINS

This website uses plugins from the social network facebook.com, which is operated by Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook").

If you call up a website provided with such a plugin, a connection to the Facebook servers is established and the plugin is displayed on the website by notifying your browser. This transfers to the Facebook server which of our Internet pages you have visited. If you are logged in as a Facebook member, Facebook assigns this information to your personal Facebook account. When using the plugin functions (e.g. clicking the "I like" button, posting a comment), this information is also assigned to your Facebook account, which you can only prevent by logging out before using the plugin.

For more information about Facebook's collection and use of the data, your rights and ways to protect your privacy, please see Facebook's Privacy Policy.

## 7. USE OF VISITOR INTERACTION PIXEL OF FACEBOOK

We have integrated remarketing tags from the social network Facebook, 1601 South California Avenue, Palo Alto, CA 94304, USA. When you visit our pages, the remarketing tags establish a direct connection between your browser and the Facebook server. Facebook receives the information that you have visited our site with your IP address. This allows Facebook to associate the visit to our pages with your user account. We can use the information obtained in this way to display Facebook Ads. We would like to point out that, as the provider of the pages, we have no knowledge of the content of the data transmitted or of their use by Facebook. You can find further information on this in the facebook data protection declaration at <https://www.facebook.com/about/privacy> . If you do not want data to be captured via Custom Audience, you can [deactivate Custom Audiences here](#).

## 8. USE OF GOOGLE ANALYTICS

This website uses Google Analytics, a web analysis service of Google Inc ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about the use of this website (including your IP address) will be transmitted to and stored by Google on servers in the United States. However, if IP anonymisation is activated on this website, Google will previously reduce your IP address within Member States of the European Union or in other countries party to the Agreement on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of Movie Park Germany Services GmbH, Google will use this information to evaluate the use of the website, to compile reports on website activity for website operators and to provide other services relating to website and Internet use. Google may also transfer this information to third parties if this is required by law or if third parties process this data on behalf of Google. Under no circumstances will Google associate your IP address with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. The collection and storage of data can be revoked at any time with effect for the future.

You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at <http://tools.google.com/dlpage/gaoptout?hl=en>. You can find more information on this under this link.

In view of the discussion about the use of analysis tools with complete IP addresses, we would like to point out that this website uses Google Analytics with the extension "\_anonymizeIp()" and therefore IP addresses are only processed further in abbreviated form in order to exclude direct personal reference.